

## Several Suggestions on Development of Tourism Economy in China

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**Key words:** Chinese tourism, Tourism economy, Tourism pattern.

**Abstract.** With the constant improvement of national economy, more and more developing countries gradually start to pay attention to the development of their tourism economy. As different countries or regions have different economic situation and custom, the development of tourism in various countries shows different status. This paper mainly discusses problems existing in the development of Chinese tourism and relevant policies for solving such problems and provides reference for the future development of Chinese tourism.

### Introduction

Since the implementation of reform and opening-up policy in China, the living quality of people has improved greatly. Their economic incomes start to increase gradually and their lifestyle and consumption attitude also changes constantly. While material life and civilization of people are constantly improved, they have higher requirements for spiritual civilization. Traveling in holidays and festivals has become a fashion of tourism, which makes tourism economy emerge. Now, tourism economy has become an indispensable economic source in national income. However, we should be aware of some problems and restraining factors of the development of tourism economy in China. We should endeavor to solve such problems and make due contributions to better development of tourism economy.

### Development status of tourism economy in China

Due to vast territory, geology, famous mountains, great waters and tourist attractions of China, Chinese tourism has good advantages compared to other countries, including the following:

1. China has rich tourism resources. As China has a vast territory, there are more developable tourist attractions and natural tourism landscape. Existing famous mountains and great waters in China are countless, including Mount Huang, Mount Tai, Mount Heng, Mount Wutai and Huangguoshu Waterfall. Tourist attractions in China have good geological features and quiet and beautiful environment. The scenery of many underground karst caves even ranks first in the world. These natural famous mountains and great waters lay a material foundation for tourism economy of China. According to relevant national statistics, there are over 0.2 billion natural, humanistic and artificial scenic spots over county level in China. There are 2492 level A scenic spots in total in China, including 130 1A, 627 2A, 511 3A, 858 4A and 66 5A scenic spots. These high numbers lay a foundation for the development of national tourism.

2. China has convenient transportation, which facilitates the development of tourism. According to traffic data, major scenic spots in China have very convenient transportation, which provides convenience for the development of tourism. In recent years, China has vigorously developed its transportation industry. The vigorous development of bullet train, rail, metro, steamship and air plane makes the traffic in China more convenient. All this provides strong guarantee for the development of tourism economy in China.

3. China has profound historic culture, which easily attracts foreign tourists. China is a nation with long history which inherits the five-thousand-year culture. Terra-Cotta Warriors, the capital of ancient dynasties and the former residence of Mao Zedong and various celebrities are the top guiding cultural tide. The culture and spirit of China are not possessed by other countries.

4. Chinese tourism economy has great development potential. China has not only numerous scenic spots and historic sites, beautiful environment and rich resources, but also convenient transportation. API of urban tourist attractions in China is always below 52, which meets national air pollution quality standard. Excellent geology and good water quality of China make the development of Chinese tourism economy have great development potential.

### **Problems existing in development of Chinese tourism economy**

Though the development of Chinese tourism economy has many advantages, we should not be blinded by these superficial phenomena. In fact, there are many problems in the development process of Chinese tourism economy. Its problems are shown as below:

1. Incomplete construction of relevant facilities of tourism development. As the development of tourism involves many relevant professions such as road, retail, medical treatment, environment, accommodation and communication, facilities in such relevant professions have serious quality and safety problems. Some facilities can only meet the demand of tourism consumers. Tourism consumers do not simply enjoy the scenery. More importantly, they want to relax and experience different national customs. Such incomplete facilities bring adverse factors to tourist attractions and then make tourism consumers disappointed. It is adverse to the long-term development of tourism economy.

2. Incomplete management of individual tourist attractions. As there are numerous tourist attractions in China, the difficulty in state macro-control increases. The management difficulty greatly increases due to different planning and management technologies of tourist attractions. In addition, the local government should consider environmental and ecological problems. Due to different quality of tourists, there might be the phenomenon of throwing about wastes. This requires management staff of local tourist attractions to strengthen supervision, strengthen their awareness and endeavor to eradicate such phenomenon.

3. Poor service awareness of service staff. Loose management and inadequate supervision of the management department in some tourist attractions cause poor quality of service staff. The phenomenon of poor service attitude occurs. The bad image of such service staff will impair the impression of Chinese tourism.

4. Weak development of tourism resources. In fact, there are still many tourist attractions not developed in China. Some excellent tourist resorts are hidden. According to investigation, Chinese tourism mainly involves sightseeing and leisure and lacks further development. The design of some tourist routes still has a problem. This makes tourists unable to enjoy the scenery in China better and restricts the development of tourism economy.

5. Inadequate overall marketing of tourism. With the rapid development of mass media, the failure to make good use of mass media will restrict the development of both tourism economy and its relevant industries. Currently, Chinese tourism still has a development status of “more people out, fewer people in”. Most travel agencies only earn price spread. This is closely related to inadequate marketing.

6. Inadequate ideological understanding of the development of tourism economy. China has rich tourism resources, including beautiful scenery and countless famous mountains and great waters. However, as some leaders have inadequate ideological understandings of the development of tourism economy, the development of tourism economy in each region is lagging and many corresponding supporting measures do not follow, thus seriously hindering the development of tourism economy.

7. Inadequate awareness of environmental protection. As environmental management staff are lacking in tourist attractions, the environment is damaged seriously. Tourist attractions are damaged and economic losses increase. Unnecessary troubles are caused.

8. Lack of the awareness of strategic operation in the development of tourism economy. The lack of the awareness of strategic operation in tourism economy causes low quality and level of software. Though tourism economy is not the major pillar of national economic development, it is an important constituent part of national economic income. As tourism involves large regions, its operation has great differences. Each region conducts management in its own way. A uniform and complete tourism system has not formed. Meanwhile, incompatibility of scenic spots and tourism services and poor service quality seriously restrict the development of tourism economy.

### **Several suggestions on development of tourism economy in China**

At the beginning of reform and opening up of China, tourism economy began to take shape. Its great achievements on the development path is beyond comparison for other industries. Tourism economy had few incomes at first. Now, it becomes an important part of national economy. This is related to the expansion of scale of tourism economy and correct countermeasures of the Party and the state. Therefore, Chinese tourism economy should keep up with the international level and tourism quality should get closer to international standard. The service quality of tourism industry determines its competitiveness in the international market. Therefore, Chinese tourism service should endeavor to improve service quality, adjust the charging structure of service to the greatest extent, put forward reasonable corresponding countermeasures for management quality based on actual situations of China and take effective measures to make tourism better.

1. Appropriate preconscious strategies should be adopted for the development of tourism economy. We should fully consider the acceleration of Chinese national economy by the development of tourism and consider that the development of tourism economy is restricted by practical situation of each relevant department in national economy. We should learn lessons from the development process according to features of Chinese tourism and endeavor to see the front end of tourism economic development. This is the so-called foresight. The development of tourism economy should conform to the development status of its relevant industries.

2. We should try to exploit the international market of tourism economy positively and develop and organize domestic market of tourism economy correctly. Though China has a vast territory and rich tourism resources, its share in international market is very small. General rule of tourism development is "first home and then abroad; first near and then far." "Near" here first refers to close geographic position and then refers to close culture. When developing domestic tourism market, we should reduce domestic impact appropriately and guide the development of domestic tourism economy to the greatest extent.

3. We should make full use of national features to the greatest extent. In the development process of tourism, attention should be paid to develop its unique features and build a perfect image of Chinese tourism. Tourism economy does not exist without features. China is a legendary nation with vast territory, diversified national customs and long history. Therefore, we should try to publicize distinctive Chinese culture and highlight naturally monopolistic scenery and cultural relics and features of tourism services. Only in this way can we develop Chinese tourism economy better. In addition, we should allow tourists to enjoy themselves in tourism hygiene, safety and accommodation and endeavor to create diversified service modes.

4. When developing tourism resources, we should pay equal attention to development and protection. Though tourism economy develops rapidly now and tourism economy brings benefits to national economy, we cannot develop economy constantly without considering development. We should endeavor to guarantee that the ecology of tourist attractions does not have significant changes before and after development and utilization of ecological system and environment around tourist attractions.

5. We should exploit capital source and increase the benefit of investment. Current facilities of Chinese tourism economy are in the lagging stage. The fundamental reason for this phenomenon is capital shortage. Therefore, we should exploit capital source and set up the thought of doing according to our abilities. Haste makes waste.

6. We need to improve the quality of tourism service and economic benefit of tourism economy. As Chinese tourism service personnel have different quality, the phenomenon of unsatisfactory service occurs inevitably. This restricts the development of Chinese tourism economy. We should improve the quality of Chinese tourism service and manage service personnel of tourism with the method of scientific management so as to improve the development of tourism economy, establish an indicator system for assessing service quality and economic benefit and strengthen service quality supervision.

7. Professional talents should be cultivated. As Chinese tourism economy is still in the initial stage of development, national and local management organizations should encourage the cultivation of talents in the management of tourism economy.

8. The reform of tourism management system should be deepened. Chinese tourism is an emerging industry developing under the guidance of reform and opening-up policy after Third Plenary Session of the 11th Central Committee of the Chinese Communist Party. Therefore, the influence of old mechanism is not deep. Tourism can shorten the process of transformation from old to new system and establish a new management system as soon as possible.

## Conclusion

In conclusion, to make great progress of the development of Chinese tourism economy, we should first solve problems existing in the development process of tourism. Only after these problems are solved can the development of tourism economy be promoted better and can it make due contributions to Chinese national economy.

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